

## CLAIMS

### What is claimed is:

1. A method of providing an identity-blocking service, comprising:  
obtaining an identity of a user operating a wireless communication device;  
obtaining first information about a first location of the user; and  
transferring the first information about the first location of the user to a third party without disclosing the identity of the user to the third party.
2. The method of claim 1, further comprising charging a fee to the user for blocking the identity of the user from being disclosed to the third party.
3. The method of claim 1, wherein the third party is an advertiser desirous of sending an advertisement to the wireless communication device
4. The method of claim 1, wherein obtaining the identity of the user includes:  
requesting the user to provide second information about the identity of the user; and  
storing the second information about the identity of the user.
5. The method of claim 4, wherein requesting the user to provide the second information about the identity of the user is performed when the user signs up for a communication service that allows the user to operate the wireless communication device.
6. The method of claim 4, wherein requesting the user to provide the second information about the identity of the user is performed when the user signs up for the identity-blocking service.
7. The method of claim 4, wherein storing the second information includes maintaining a database to store the second information therein.

8. The method of claim 1, wherein obtaining the first information about the first location of the user includes:

monitoring one or more signals transmitted by the wireless communication device  
operated by the user; and  
determining the first location of the user based on an analysis of the one or more signals.

9. The method of claim 1, wherein obtaining the first information includes receiving the first information about the first location of the user supplied by the wireless communication device.

10. The method of claim 1, further comprising:

obtaining second information about a second location of the user when the user moves  
a pre-determined distance from the first location; and  
transferring the second information about the second location of the user to the third party  
without disclosing the identity of the user to the third party.

11. The method of claim 1, further comprising:

monitoring the movement of the user operating the wireless communication device; and  
sending an indication to the third party when the user is found to be in a substantially  
continuous motion.

12. The method of claim 1, further comprising charging a fee to the third party for the first information about the first location of the user.

13. The method of claim 1, further comprising disclosing the identity of the user to an emergency service provider when the user requests emergency help.

14. The method of claim 1, further comprising allowing the user to unblock disclosure of the identity of the user to the third party.

15. The method of claim 14, wherein the user unblocks disclosure of the identity of the user over the Internet.

16. A method of providing information about a location of a user operating a wireless communication device, comprising:

obtaining an identity of the user;

identifying the location of the user of the wireless communication device; and

transmitting the information about the location of the user to a subscriber desirous of sending an advertisement to the wireless communication device, wherein the transmission of the information about the location of the user excludes disclosure of the identity of the user.

17. The method of claim 16, further comprising charging a fee to the user for preventing the disclosure of the identity of the user to the subscriber.

18. The method of claim 16, wherein obtaining the identity of the user includes:

obtaining data about the identity of the user from the user; and

maintaining a record of the identity data obtained from the user.

19. The method of claim 18, wherein obtaining the data from the user is accomplished when the user signs up for a communication service that allows the user to operate the wireless communication device.

20. The method of claim 16, wherein identifying the location of the user includes:

monitoring one or more signals transmitted by the wireless communication device; and

determining the location of the user based on an analysis of the one or more signals.

21. The method of claim 16, further comprising charging a fee to the subscriber for supplying the information about the location of the user.

22. The method of claim 16, further comprising:

monitoring the movement of the user operating the wireless communication device; and  
informing the subscriber at pre-determined intervals about changes in the location of the  
user.

23. The method of claim 22, wherein informing the subscriber is performed over the Internet.

24. The method of claim 16, further comprising disclosing the identity of the user to an  
emergency service provider when the user requests emergency help.

25. The method of claim 16, further comprising allowing the user to unblock over the Internet the  
disclosure of the identity of the user to the subscriber.